AMENDMENTS TO THE CLAIMS

Please cancel Claims 1 and 6 without prejudice and without disclaimer.

1.   (Cancelled)

2.   (Currently Amended) The method according to claim 1~~0~~ wherein said user attention comprises user interaction with active graphical elements ~~on~~ of said object.

3.   (Currently Amended) The method according to claim 1~~0~~ wherein said user attention comprises moving said object to a desktop.

4.   (Currently Amended) The method according to claim ~~1~~3 wherein said object on a desktop remains in communication with a server and ~~may~~ is able to receive data from said server for updating ~~an~~ said advertising message.

5.   (Currently Amended) The method according to claim ~~1~~3 wherein said object on a desktop provides a desired functionality to a user.

6.   (Cancelled)

7.   (Currently Amended) The method according to claim ~~6~~11 wherein said at least one functions provided as part of ~~associated with~~ said object includes electronic messaging with said business contact.

8.   (Currently Amended) The method according to claim ~~6~~11 wherein said object can be relocated to ~~to~~ a desktop.

9.   (Currently Amended) The method according to claim ~~6~~8 wherein said object on a desktop remains in communication with a server and ~~may~~ is able to receive data from said server for updating messages, servers, or links associated with said object.

Please add the following new claims:

10.   (New) A method of providing interactive targeted advertising comprising:

providing an interactive graphic object comprising application logic and an advertising message;

providing, as part of said application logic of said interactive graphic object, tracking logic configured to track and measure user attention to said interactive graphic object;

transmitting measurements of said user attention to a server; and

at said server, determining a charge to an advertiser based on a measurement of user attention.

11.   (New) A method of providing interactive bi-directional connections between a business contact and a client comprising:

providing to a client a persistent interactive graphic object configured to establish an interactive, bi-directional connection between said client and a business contact;

providing, as part of said graphic object, at least one function that can be performed by said client; and

transmitting information from said business contact to said persistent interactive graphic object.